



● DOWNTOWN NASHUA

Pedestrian Malls & Plazas

Presentation 3 of 4

October 5, 2011

PEDESTRIAN MALLS AND PLAZAS



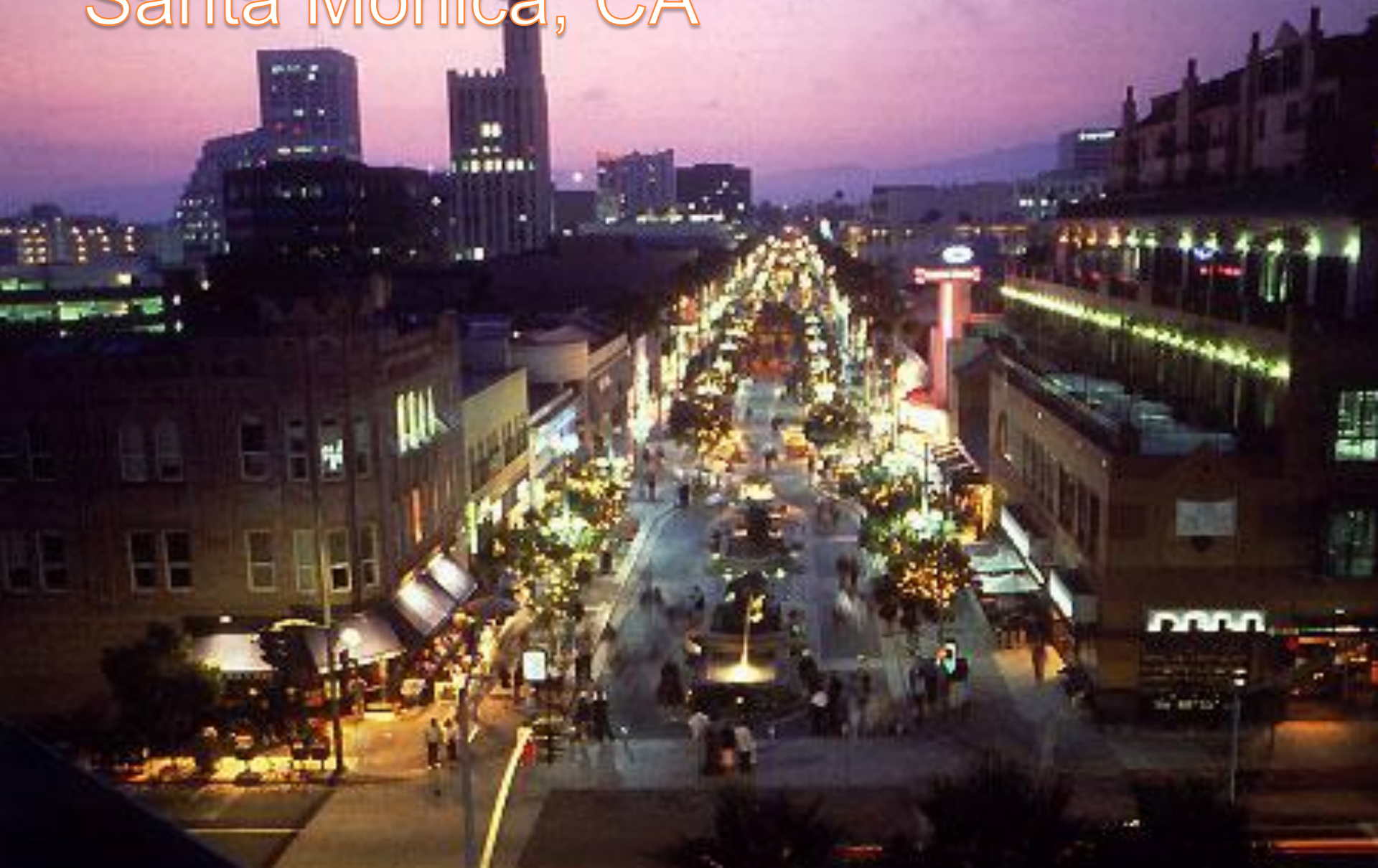


KALAMAZOO • MICHIGAN



The Mall — Kalamazoo, Michigan

Third Street Promenade Santa Monica, CA



Third Street Promenade Santa Monica, CA



Church Street Marketplace Burlington, VT



Church Street Marketplace Burlington, VT





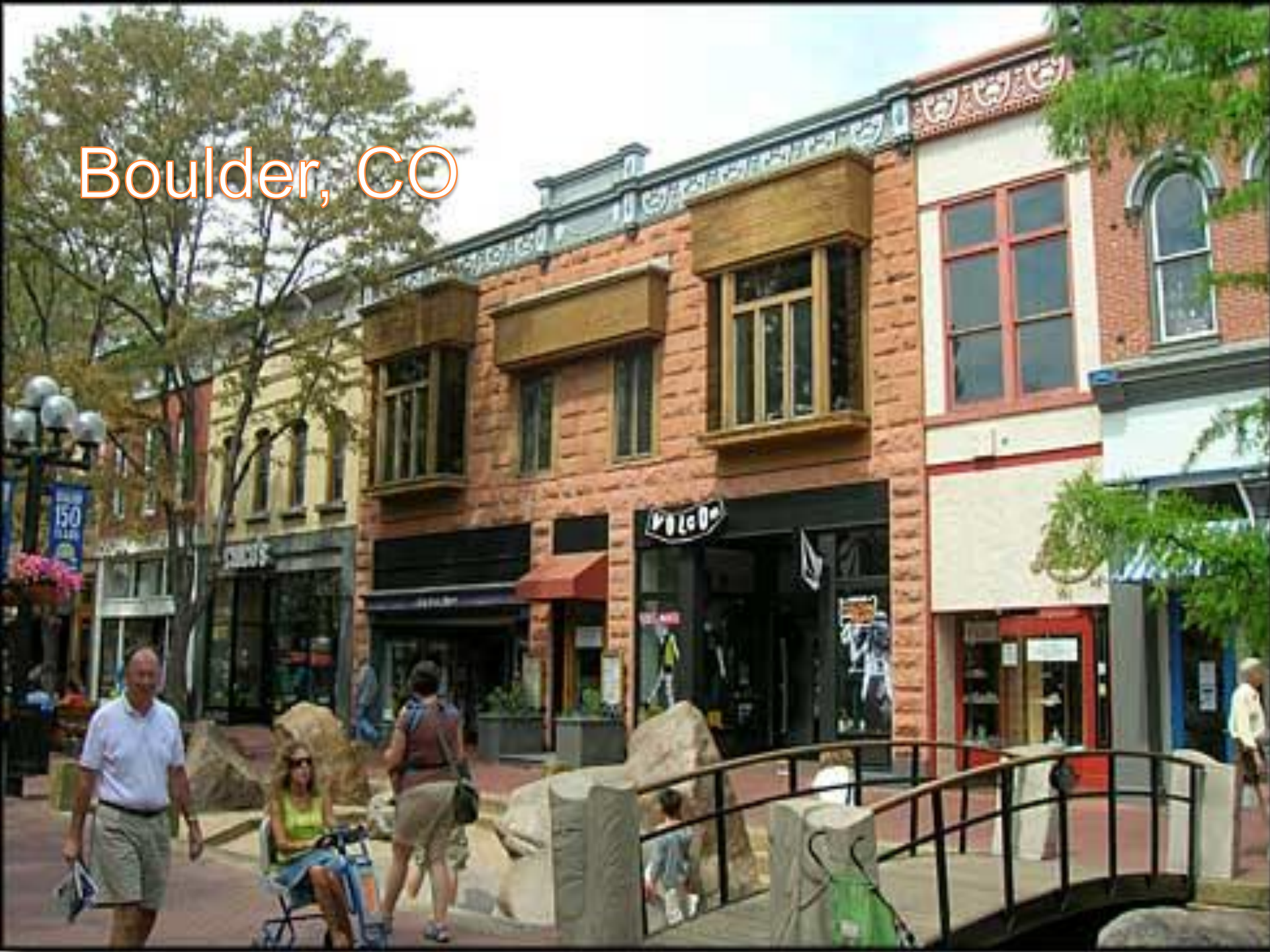
Quincy Market Boston, MA



Boulder, CO



Boulder, CO



Downtown Crossing Boston, MA

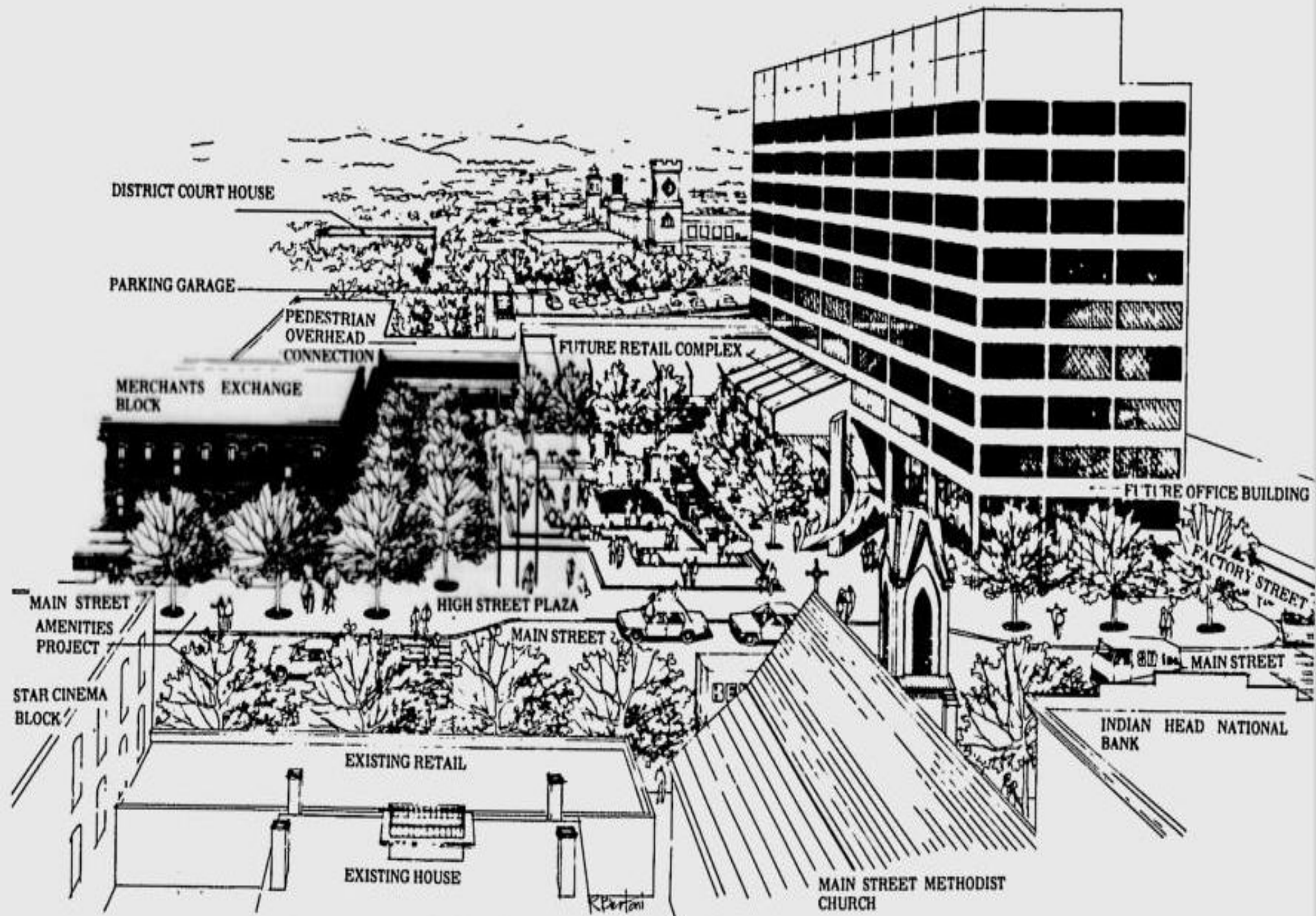


Downtown Crossing Boston, MA



High Street Nashua





Proposed Main and High Street Improvements

Downtown Nashua

Pedestrian Malls and Plazas (Presentation 2 of 4) Companion Transcript

Pedestrian Malls were an attempt by Downtowns supporters across America to counteract the emerging competition found in the burgeoning suburban malls. It was an effort to attract shoppers back to downtowns.

The idea was to completely close down a street to vehicular traffic (often times, the Main Street) and create an exclusive pedestrian zone.

Kalamazoo, MI

The City of Kalamazoo, MI created the first pedestrian mall in 1958 by blocking off three blocks of the main commercial area of Burdick Street.

The mall succeeded for some time, but eventually declined. In 2000, the mall was reopened to limited automobile traffic.

European Model

Pedestrian Malls do trace their lineage to the European town square, which have succeeded and an important feature of European cities for centuries

Failure

The pedestrian mall movement is viewed largely as a failure in the United States. With a few exceptions, most pedestrian malls in America have not succeeded—the lack of street exposure has led to their

demise, among many other reasons. Most have reintroduced limited car traffic in an effort to increase visibility by potential customers.

Successes

The successes are noteworthy, however. Third Street Plaza in Santa Monica, CA is a long term success and major retail destination for that city.

Third Street Plaza in Burlington, VT succeeds despite a cold climate. Solid, year round programming and the close proximity to the University of Vermont, help keep this destination strong.

Faneuil Hall in Boston is a long running success. It benefits from a sizable surrounding population density, a consistently good mix of retailers, interesting public spaces and access to public transportation.

A few blocks away, Downtown Crossing in Boston is largely deemed a failure, despite similar demographics and an even greater surrounding population density. Limited vehicular traffic has been re-introduced.

Nashua Pedestrian Malls

There was a proposal in the 1970s to bring a pedestrian mall to High Street, which would have complemented a proposed office tower. This was contemplated at the same time the high street garage and the courthouse were constructed.